TrafficSmart Site Monitoring System

Overview

Accurately measuring the impact of a marketing campaign is crucially important to the marketing executive. Delays in getting information and the impact of other factors can skew the data and challenge making sound strategic decisions. Was there a sales lift? If not, was it because of a change in traffic patterns due to construction or weather? Are fewer people coming into the store from the pumps?

The TrafficSmart system enables a marketer to assess the impact and effectiveness of advertising campaigns on fuel sales and convenience shop turnover by counting the number of cars entering a service station versus the number of cars passing by. The traffic count is monitored for the period before, during and after an advertising campaign has been completed. In addition, the system can be interfaced to the POS system to extract time-stamped sales transaction data, both fuel sales and shop sales. This can be correlated to the car count to establish the ratio of fuel purchases and shop purchases to cars entering the site. The system is also perfect for evaluating potential new sites.

Benefits

- Non-intrusive technology – quick installation with no construction work
- Understand the size of the potential market by counting motorists driving by
- Full 24 hour site monitoring – no extrapolations
- Cost-effective and simple to deploy for new site evaluations
- Understanding the traffic patterns past a site will assist marketers in customizing their campaigns to suit the customer profile of the area i.e. early morning rush hour traffic or lunch time school traffic etc..
- Timely insights help decide to extend or cancel a campaign
- Compare performance between locations and their profiles to gauge campaign effectiveness on specific market segments.
- Combining traffic counts onto the forecourt with transaction data from the POS system, will provide insight into the impact on fuel vs shop transactions as a result of an advertising campaign.
- Easy to relocate from site to site

Monitor and Control Options

- Traffic Radars to measure vehicle speed and direction
- Transaction data extracted from POS via a virtual printer port
- Trending graphs provided to measure interceptions rates and conversion rates
- Graphs and tables customized to your needs

Call to discuss your project 678-830-2170

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